

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 5, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear «GREETING»:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as «SKUS» skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is not 'pre-sleeved' product.) «COMMENTS»

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	«STYLE1»	12300-11226	«STYLE1» (12M)	12300-11212
Light Box	«STYLE2»	12300-11926	«STYLE2» (6M)	12300-11906
Ult Lt Box	«STYLE1»	12300-70326	«STYLE1» (6M)	12300-70306

«PO»

Product / Premium Arrival:

February «SHIPDATE», 1998

Ship Date to Retail:

Week of: March 9, 1998

DISPLAY DETAIL (#538994)

SKU CUBE:

1.6700

SKU WT (w/o Product):

4.5000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$«EFT»

PARTNERS 'BONUS' REPORTING DESCRIPTION

'WIN MAR B2G1F'

51852 8122

-2-

B1G1F

«ACCOUNT»

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF
SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO
RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:

* 4 CARTONS:

2 WINSTON LT BOX

1 WINSTON FF BOX

1 WINSTON ULT LT BOX

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you
\$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This
equates to \$«PYMT» («CASES» (12M) case(s) @ \$28.00). Payment will be made as soon as
possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: «CC»

Enclosures:

- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

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